

THE NAVAJO NATION
Department of Personnel Management
JOB VACANCY ANNOUNCEMENT

REQUISITION NO: <u>DOT1018824</u>	DATE POSTED: <u>06/23/14</u>
POSITION NO: <u>242835</u>	CLOSING DATE: <u>OUF</u>
POSITION TITLE: <u>Senior Public Information Officer</u>	
DEPARTMENT NAME / WORKSITE: <u>NDOT - Executive Office, Tse Bonito, New Mexico</u>	
WORK DAYS: <u>Monday-Friday</u>	REGULAR FULL TIME: <input checked="" type="checkbox"/> GRADE/STEP: <u>AB64A</u>
WORK HOURS: <u>8:00am-5:00pm</u>	PART TIME: <input type="checkbox"/> NO. OF HRS./WK.: _____ \$ <u>40,414.40</u> PER ANNUM
	SEASONAL: <input type="checkbox"/> DURATION : _____ \$ <u>19.43</u> PER HOUR
	TEMPORARY: <input type="checkbox"/> _____

DUTIES AND RESPONSIBILITIES:

Provides multimedia news coverage of NDOT news and events in the mediums of print, photography, videography, web and podcasts; to formulate and execute marketing plans and media strategies to create favorable public image. Multi-tasking to keep the general public and stakeholders informed of NDOT programs, issues and accomplishments. Responsible for creating and distributing press releases, newsletters, advertisements, presentations, advertisements, social media updates, reports, speeches, scrip's (radio and video), videos, website updates, public service announcements, media advisories, podcasts, graphic designs, transcriptions and other publications as necessary. Notifies local and national media, including the general public of important news, events, meetings, construction activities, project progress, etc. Researches develops and writes talking points for speeches and presentations, furnishes information and photos for media outlets, public service announcements, educational programs, radio, websites, television, and other press sources. Gathers and verifies information through interviews, observations, and research; prepares and organizes new conference, public reports, media kits, and marketing plans. Provides media crisis management; provides statements and coordinates information for distribution in spokesperson capacity. Arranges public appearances.

QUALIFICATION REQUIREMENTS: (Education, Experience and Training)

Minimum Qualifications:

- A Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field; and three (3) years of experience in journalism, mass media communications, or public relations.

Preferred Qualifications:

- A Master's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field.

Special Requirements:

- Possess a valid state driver's license.

(To receive full credit for education, certification, or licensure, transcripts, copies of degrees, certificates, and other appropriate documents must be submitted along with employment application.)

Special Knowledge, Skills and Abilities:

Knowledge of public or government organizational processes involving methods and practices of public administration and management compliances. Knowledge of current principles, techniques and objectives or public information and relations programs. Knowledge of electronic news gathering techniques and broadcast industry standards. Skilled in evaluating and editing the content, structure and format of a range of written material. Skilled in developing design and layout of materials to be published. Skilled in applying judgment in the release of

THE NAVAJO NATION GIVES PREFERENCE TO ELIGIBLE AND QUALIFIED APPLICANTS IN ACCORDANCE WITH THE NAVAJO PREFERENCE IN EMPLOYMENT ACT AND VETERANS' PREFERENCE.